



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Serial No.: 10/616,000 § Group Art Unit: Unknown §  
Filed: July 09, 2003 § Examiner: Unknown §  
For: Method and System of §  
Advertising §

**INFORMATION DISCLOSURE STATEMENT**

Mail Stop IDS  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Att'y Docket No. 2180-00101

Date: July 25, 2003

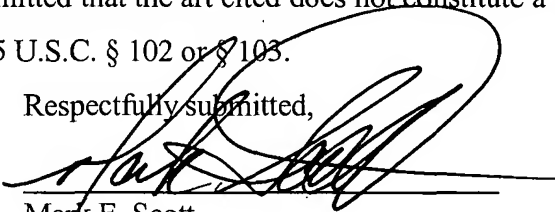
Sir:

This Information Disclosure Statement, including completed Form PTO-1449, comprises a list of pertinent art of which Applicants are aware. A copy of each publication listed on Form PTO-1449 is enclosed herewith.

The relevance of the cited art is that it was identified by an experienced searcher looking for art in this field of endeavor.

The submission of this Information Disclosure Statement and the references submitted therewith is not an admission that the art cited is "prior" with respect to the present invention, nor is it a representation, that no better art exists. Applicants hereby reserve the right to swear behind or otherwise disprove any alleged "prior" nature of any art cited should the facts support and the situation warrant such an action. It is submitted that the art cited does not constitute a bar to the patentability of Applicants' invention under 35 U.S.C. § 102 or § 103.

Respectfully submitted,

  
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PTO/SB/08a (05-03)

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Sheet

One

of

Two

**Complete if Known**

Application Number	10/616,000
Filing Date	July 09, 2003
First Named Inventor	Earl LITTMAN
Art Unit	Unknown
Examiner Name	Unknown
Attorney Docket Number	2180-00101

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 4,130,801	12-19-1978	Prygoff	
		US- 4,962,466	10-09-1990	Revesz et al.	
		US- 5,305,195	04-19-1994	Murphy	
		US- 5,392,066	02-21-1995	Fisher et al.	
		US- 5,557,721	09-17-1996	Fite et al.	
		US- 5,642,484	06-24-1997	Harrison, III et al.	
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		US- 5,946,646	08-31-1999	Schena et al.	
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		US- 6,009,409	12-28-1999	Adler et al.	
		US- 6,073,727	06-13-2000	DiFranza et al.	
		US- 6,082,500	07-04-2000	Amo et al.	
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		US- 6,288,688	09-11-2001	Hughes et al.	
		US- 6,298,218	10-02-2001	Lowe et al.	
		US- 6,312,152	11-06-2001	Dee et al.	
		US- 6,341,668	01-29-2002	Fayette et al.	

**FOREIGN PATENT DOCUMENTS**

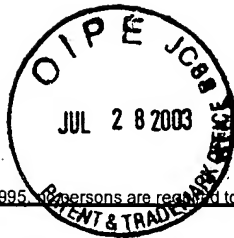
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				

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		US- 6,385,592	05-07-2002	Angles et al.	
		US- 6,390,376	05-21-2002	Bermel	
		US- 6,414,602	07-02-2002	Polyakov	
		US- 6,424,998	07-23-2002	Hunter	
		US- 2001/0034763A1	10-25-2001	Jacobs et al.	
		US- 2001/0053996A1	12-20-2001	Atkinson	
		US- 2001/0052841A1	12-20-2001	Polyakov	
		US- 2002/0007987A1	01-24-2002	Amo et al.	
		US- 2002/0066621A1	06-06-2002	Wilson et al.	
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		US- 2002/0069113A1	06-06-2002	Stern	
		US- 2002/0101392A1	08-01-2002	Hughes et al.	
		US- 2002/0112925A1	08-22-2002	DiFranza et al.	
		US- 2002/0120500A1	08-29-2002	Johnson	
		US- 2002/0167416A1	11-14-2002	Polyakov	
		US- 2002/0184098A1	12-05-2002	Giraud et al.	
		US-			
		US-			

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